

A method for providing interactive programming over a broadband network. A service provider provides a private data packet including the provider's address that is inserted between frames of a transmission that is broadcast over the broadband network. The interactive video/data system may include a broadcast source, a broadband digital terminal, and a set top box for a consumer's television receiver. A data path may be enabled by the set top box upon receipt of the private data packet included with the video transmission. The private data packet includes application interface information communicated in real-time between the set top box and broadcast source in addition to the destination address.

[illegible]